

CONTRACT



RTV 6
1330 N. Meridian Street
Indianapolis, IN 46202
(317)635-9788

www.theindychannel.com

And:

Media Strategies & Research
1580 Lincoln Street Ste. 510
Denver, CO 80203

<u>Contract / Revision</u> 184330 /		<u>Alt Order #</u>
<u>Product</u> John Gregg for Governor		
<u>Contract Dates</u> 08/20/12 - 08/26/12		<u>Estimate #</u> 11601
<u>Advertiser</u> Gregg for Indiana		<u>Original Date / Revision</u> 08/13/12 / 08/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRTV	<u>Account Executive</u> Todd Kane	<u>Sales Office</u> Indianapolis
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	RTV 6	08/20/12	08/24/12	6-7A News	6-7A		:30			NM	9	\$855.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				9	\$95.00	PE		
N 2	RTV 6	08/20/12	08/24/12	Good Morning America	7-9A		:30			NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				10	\$100.00	PE		
N 3	RTV 6	08/20/12	08/26/12	DY 9-10A	9-10A		:30			NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M---F--				2	\$60.00	PE		
N 4	RTV 6	08/20/12	08/26/12	10-11A	10-11A M-F		:30			NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-T-T---				2	\$40.00	PE		
N 5	RTV 6	08/22/12	08/22/12	The View	11A-12N		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--W----				1	\$300.00	P2		
N 6	RTV 6	08/20/12	08/23/12	EF 4-5P	4-5P		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M--T---				2	\$375.00	P2		
N 7	RTV 6	08/20/12	08/26/12	5-530P News	5P-530P		:30			NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				5	\$375.00	P2		
N 8	RTV 6	08/20/12	08/26/12	530-6P News	530P-6P		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				5	\$300.00	P2		
N 9	RTV 6	08/20/12	08/26/12	6-630P News	6P-630P		:30			NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				5	\$375.00	P2		
N 10	RTV 6	08/20/12	08/26/12	7-730P News	7P-730p		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				5	\$250.00	P3		
N 11	RTV 6	08/21/12	08/24/12	AC 730-8P/WRTV	730-8P M-F		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
										P3		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertiser sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry. We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



RTV 6
1330 N. Meridian Street
Indianapolis, IN 46202
(317)635-9788

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<u>Contract / Revision</u> 184330 /		<u>Alt Order #</u>
<u>Contract Dates</u> 08/20/12 - 08/26/12	<u>Product</u> John Gregg for Governor	<u>Estimate #</u> 11601
<u>Advertiser</u> Gregg for Indiana		<u>Original Date / Revision</u> 08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-T-TF--				3	\$250.00	P3		
N 12	RTV 6	08/21/12	08/21/12	NY Med	10P-11P		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-T-----				1	\$700.00	P3		
N 13	RTV 6	08/20/12	08/26/12	11P News	11P-1135P M-F		:30			NM	10	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				10	\$475.00	P2		
N 14	RTV 6	08/20/12	08/26/12	11-1135P Sa Late News	11P-1135P Sa Lt N		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$350.00	P2		
N 15	RTV 6	08/26/12	08/26/12	11-1135P Su Late News	11P-1135P Su Lt N		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S				1	\$475.00	P2		
N 16	RTV 6	08/20/12	08/26/12	Nightline	1135P-1205A		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-W-F--				3	\$150.00	P3		
Totals											65	\$17,080.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	65	\$17,080.00	\$14,518.00
Totals	65	\$17,080.00	\$14,518.00

Signature: _____ **Date:** _____

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Station Order Revised Gregg for Governor 2012

184330

Market: Indianapolis

Estimate ID:

Flight Dates: Monday, August 20, 2012 to Sunday, August 26, 2012

11601

Contact: Jennifer Hyslop**Phone:** 317-635-9788**Email:** Jennifer_Hyslop@WRTV.com**Fax:** 317-269-1400**Direct:****WRTV-TV**

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Aug 20	Aug 21	Aug 22	Aug 23	Aug 24	Aug 25	Aug 26	
WRTV 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$95.00 \$855.00	1	2	2	2	2			9
Good Morn America 7:00 AM 9:00 AM	EM	M-F 30	\$100.00 \$1,000.00	2	2	2	2	2			10
Live with Kelly 9:00 AM 10:00 AM	DT	M-F 30	\$60.00 \$120.00	1				1			2
Nate Berkus 10:00 AM 11:00 AM	DT	M-F 30	\$40.00 \$80.00		1		1				2
P2 The View 11:00 AM 12:00 PM	DT	M-F 30	\$300.00 \$300.00			1					1
P2 Judge Judy 4:00 PM 5:00 PM	EF	M-F 30	\$375.00 \$750.00	1			1				2
P2 WRTV 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$375.00 \$1,875.00	1	1	1	1	1			5
P2 WRTV 5:30p News 5:30 PM 6:00 PM	EN	M-F 30	\$300.00 \$1,500.00	1	1	1	1	1			5
P2 WRTV 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$375.00 \$1,875.00	1	1	1	1	1			5
P3 WRTV 7p News 7:00 PM 7:30 PM	EN	M-F 30	\$250.00 \$1,250.00	1	1	1	1	1			5
P3 Insider 7:30 PM 8:00 PM	PA	M-F 30	\$250.00 \$750.00		1		1	1			3
P3 NY Med 10:00 PM 11:00 PM	PT	Tu 30	\$700.00 \$700.00		1						1

Abby Leeper

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/10/2012 2:42:32 PM

WRTV-TV

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abbyl@mediastrategies.com



Station Order Revised Gregg for Governor 2012

Market: Indianapolis

Estimate ID

Flight Dates: Monday, August 20, 2012 to Sunday, August 26, 2012

11601

Contact: Jennifer Hyslop

Phone: 317-635-9788

Email: Jennifer_Hyslop@WRTV.com

Fax: 317-269-1400

Direct:

WRTV-TV

				Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Aug	Aug	Aug	Aug	Aug	Aug	Aug	
Program Name	DP	Days Length	Gross Rate	20	21	22	23	24	25	26	
P2 WRTV 11p News	LN	M-F	\$475.00	2	2	2	2	2			10
11:00 PM 11:35 PM		30	\$4,750.00								
P2 Saturday 11p News	LN	Sa	\$350.00						1		1
11:00 PM 11:35 PM		30	\$350.00								
P2 Sunday 11p News	LN	Su	\$475.00							1	1
11:00 PM 11:35 PM		30	\$475.00								
P3 Nightline	LF	M-F	\$150.00	1		1		1			3
11:35 PM 12:05 AM		30	\$450.00								
Station Gross Totals				12	13	12	13	13	1	1	65

Abby Leeper

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

abbyl@mediastrategies.com

Date/Time Sent: 8/10/2012 2:42:32 PM

WRTV-TV

Page 2 of 2

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐**FEDERAL CANDIDATE**☒**STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WRTV-TV Indianapolis	Date: 8/10/2012
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I, Media Strategies and Research,
being on behalf of: John Gregg, a legally
qualified candidate of the Democratic political
party for the office of: Governor
in the General
election to be held on Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
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SEE ATTACHED SCHEDULE

The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.

Date of First Broadcast:	Date of Last Broadcast:
Monday, August 20, 2012	Sunday, August 26, 2012

Total Gross Charges: \$17,080.00


Media Strategies and Research

1580 Lincoln Street, Suite 510
Denver, Colorado 80203
(303) 989-4700

11350 Random Hills Road, Suite 670
Fairfax, Virginia 22030
(703) 877-2000

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Gregg for Indiana

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally-qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mike Claytor

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Friday, August 10, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted In Part

☐ Rejected

Signature

Printed Name

Title



Media Strategies and Research

1580 Lincoln Street, Suite 510
Denver, Colorado 80203
(303) 989-4700

11350 Random Hills Road, Suite 670
Fairfax, Virginia 22030
(703) 877-2000



MEDIA STRATEGIES & RESEARCH
MEDIA FUND ACCOUNT
1580 LINCOLN STREET SUITE 510
DENVER, COLORADO 80203
(303) 989-4700

Wells Fargo Bank, N.A.
Denver
Denver, CO 80274
23-7-1020



August 10, 2012

PAY TO THE
ORDER OF

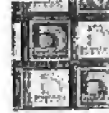
WRTV-TV

\$ ** 27,242.50

Twenty Seven Thousand Two Hundred Forty Two and 50/100 ***** DOLLARS

Gregg for Governor 2012

MEMO



VOID AFTER 90 DAYS

[Signature]
AUTHORIZED SIGNATURE

⑈ 112003 ⑈ ⑆ 102000076 ⑆ 3215940614 ⑈

MEDIA STRATEGIES & RESEARCH MEDIA FUND ACCOUNT

112003

WRTV-TV

August 10, 2012

<u>Advertiser</u>	<u>Est #</u>	<u>Category</u>	<u>Payment</u>
Gregg for Governor 2012	11600	08\14-19\2012:Indianapolis:TV	\$12,724.50
Gregg for Governor 2012	11601	08\20-26\2012:Indianapolis:TV	\$14,518.00

Check Total: \$27,242.50

#184329 \$ 14,970

#184330 \$ 17,080

FEDERAL CANDIDATE REQUEST FOR POLITICAL AVAILS AND RATES
(To be filled out and kept on file for public inspection)

To: Jennifer Hyslop
Station: WRTV Indianapolis
From: Media Strategies & Research
Date: 8/13/12

This request was:

☒ Accepted

☐ Rejected

Agency: Media Strategies & Research
Address: 1580 Lincoln St., Ste. 510
Denver, CO 80203

Phone#: 303.989.4700
Fax#:

Contact: Abby Leeper

On behalf of the below candidate, the above buyer has requested avails and rates for your station. The information will be used for the following election(s):

☐ CAUCUS ☐ SPECIAL ☐ PRIMARY ☒ General

Candidate named in message: John Gregg

Political Party: Democratic

Office being sought: Governor

Candidate Written Certification: ☐ Yes ☒ No

Election referred to: Governor

Sponsor (or authorized committee): Gregg for Indiana

Address: 1580 Lincoln St., Ste. 510
Denver, CO 80203

Phone: 303.989.4700

Executive (authorized) Officer:

Treasurer: Mike Claytor

Station disclosure statement provided: _____